

ALAMEDA GOLF COMMISSION MINUTES OF REGULAR MEETING

Wednesday, September 16, 2009

1 CALL TO ORDER

Chair Jane Sullwold called the regular meeting to order at 6:30 p.m. at the Chuck Corica Golf Complex, Ladies Lounge, 1 Clubhouse Memorial Road, Alameda, CA 94502

1-A ROLL CALL

Present: Chair Jane Sullwold, Vice Chair Bill Schmitz, Secretary Jeff Wood, Commissioner Ray Gaul, Commissioner Betsy Gammell, and Commissioner Bill Delaney

Absent: None

Staff: John Vest, General Manager, and Matt Wisely, Superintendent

1-B APPROVAL OF MINUTES

The Commission unanimously adopted the minutes of the August 26, 2009 regular meeting.

1-C ADOPTION OF AGENDA

The Commission unanimously adopted the agenda.

2 ORAL COMMUNICATIONS

None

3 COMMISSION COMMUNICATIONS

Chair Jane Sullwold announced that Dale Lillard had initiated a meeting with her in an apparent effort to reestablish a working relationship with the Golf Commission.

4 AGENDA ITEMS

4-A Golf Complex Financial Report through August 2009

Bob Sullwold noted that, for the second month in a row, the City did not provide a financial statement in advance of the Commission meeting. The data provided by the Golf Complex showed that the downward trend in play continued in August 2009. For all three courses, fewer rounds were played in August 2009 than in August 2008. Rounds played on the Fry and Clark in August 2009 also declined compared to July 2009. The decline in rounds led to a corresponding decline in revenue from

greens fees. Perhaps the only bright spot was the Mif, where rounds played were just about the same in August as in July, and revenue actually was greater in August 2009 than in August 2008. John Vest stated that rounds are down everywhere.

Bob also noted that when we do receive financial statements from the City, they are difficult to use because the City reports all the payments to Kemper as "Contractual Services," rather than breaking them down into wages and benefits, supplies, outside services, etc. This makes it impossible to determine whether Kemper has been reducing expenses, and impossible to compare expenditures this year with any previous year. He is working with John and Patti Straass to get Kemper's breakdowns, but may need further information from the City, which he has requested from Interim City Manager Ann Marie Gallant. He reported that the financial statements we have received for fiscal year 2008-09 have raised a host of questions, and he has asked Ann Marie for her assistance in answering them.

4-B Discussion/recommendation re long-term management of Golf Complex

Chair Sullwold asked Ann Marie Gallant about the status of the RFP and was told that it remains unfinished, although Ann Marie hopes to complete it soon. A committee including Jane, Joe Van Winkle, Tim Scates and Norma Arnerich will be meeting with Ann Marie on August 25th.

4-C Report on Goose Problem

John Vest stated that the goose dogs will be back on Monday, so he does not yet have a report on whether they will succeed in reducing the problem.

5 ORAL REPORTS

5-A Golf Shop and Driving Range activities report by John Vest

John Vest described the Golf Ready program, which offers six golf lessons for \$99; four teaching pros are participating. He also stated that donations solicited over Labor Day weekend brought in about \$400 for the Folds of Honor Foundation. Up through yesterday, 825 rounds had been played on the Mif course in September, generating \$5,670 in revenue. Through the middle of September, about \$200,000 has been generated in revenue at the Golf Complex as a whole. An email blast is going out tomorrow, announcing that twilight rates will be starting an hour earlier for the rest of the month. He also stated that we have had some issues with monthly pass holders taking advantage of the program. Receipts are being checked randomly on the golf course to verify that they have checked in at the golf shop and paid. Commissioner Gaul suggested that we include language on the pass itself that passes found to have been used fraudulently will be revoked. The three former and current police officers on the Golf Commission strongly urged John to call the APD when players are caught sneaking onto the course without paying greens fee or committing other crimes. John reported that the driving range practices have been tightened through retraining, reducing the losses that had been occurring previously.

5-B Golf Complex Maintenance activities report by Matt Wisely

Matt Wisely stated we are having serious equipment issues, especially concerning equipment for mowing the rough, which has to be repaired on a daily basis. He and John Vest have discussed this issue with Dale Lillard, but the City does not want to get involved in any new leases until the transition is over. The City might authorize equipment rentals, but apparently this type of equipment under a short-term rental agreement. Staffing lately has been difficult due to the fact that the City employees are being notified that if they don't take vacation, they will stop accruing additional vacation days. Emphasis has therefore been on the basics: mowing the greens, changing the cups, raking the bunkers and mowing the fairways. One rough cutting unit is operating at this time, so it has been switched back and forth between the North and South courses on a weekly basis. The golf courses are shaping up and the greens are improving. Matt is working with vendors on how to improve the green health going into winter. Smaller bore aerification will be done twice, once in September and once in the middle of October. Matt is also working on the water source, as the water is coming out dirty due to the 15-year-old filtration system that is no longer functioning properly. Three eucalyptus trees were lost as a result of recent light rain, two on the 6th hole and one on 1st hole on the Earl Fry course. The Kemper maintenance workers have started punching in and out on a recently-purchased time clock, and the City staff will begin using the clock at the end of September. When questioned about the bad odors coming from the ponds, Matt indicated that he has been trying to come up with a solution.

5-C Beautification Program and Junior Golf Club by Mrs. Norma Arnerich

A tree planting ceremony will be held on the first Thursday of October in memory of long-time AWGC member Louise Merritt. The tree has already been planted. The Jack Clark Invitational tournament benefitting the Alameda Junior Golf program will be held October 12, 2009 on the Fry Course.

5-D Golf Complex Restaurant Report, Jim's on the Course

John Vest has been passing on results from the Mindshare program to Tom showing both positive and negative feedback.

6. COMMISSIONERS' REPORTS

6-A Marketing and Promotions, Commissioner Gammell

None

6-B Maintenance, Buildings, Security, Albright Course and Driving Range, Secretary Wood

The graffiti has been removed from the Fire Tower.

7. ORAL COMMUNICATIONS, NON-AGENDA (Public Comment)

Connie Wendling asked the Commission to send a letter to the Recreation and Parks Department requesting repayment of the \$300,000 lent by the Golf Complex to the City from funds generated through Measure WW. Chair Sullwold responded that under the Brown Act, the Commission is prohibited from discussing this issue without prior public notice, so the matter will be placed on next month's agenda.

8. OLD BUSINESS

None

9. WRITTEN COMMUNICATIONS

Included in the Commission packet was a memorandum to the Finance Department showing a surcharge payment for September 2009 of \$12,177. The year-to-date total to the General Fund is \$40,394 for FY 2009-10.

10. ITEMS FOR NEXT MEETING'S AGENDA

- Update on Golf Complex finances
- Discussion regarding long-term planning for the Golf Complex
- Request for funds from Measure WW for \$300,000 loan repayment

11. ANNOUNCEMENTS/ADJOURNMENT

The meeting was adjourned at 7:45 p.m.

The agenda for the meeting was posted 72 hours in advance in accordance with the Brown Act.